Writing your post and what to do after

H2GY1K

LECTURE SUMMARY

Covered in this lecture:

The guest posting process

- After you get the pitch approved, it's time to write the actual post

- #1 Make sure you follow the basic guidelines regarding links, branding, screenshots, etc.
- #2 Meet the expectations of that website's audience
- #3 Add links to other recent posts on their blog - this makes your post look like it belongs to the site
- #4 Stay focused on whatever pitch you provided - don't change your mind midway
- #5 Review your post to ensure you've met all the guidelines, to make sure it matches your pitch, and to make sure there are no grammar or spelling mistakes
- #6 Include a bio for yourself (company name, website, social media profiles)

- After you submit the post, it will take a while for the editors to review it

- If there are any issues, they'll get back to you and help you fix them

- If accepted, find out when your post will go up and prepare to promote it
- When the post is up, start telling people about it on social media
- Monitor the comments on the post and politely participate in the discussion
- Locate the social mentions of your post by using Tweetdeck or other similar tools, and then respond to people's comments
- Don't forget to send a thank you email to the person who worked with you
- Depending on what your goal was with the guest post, make sure you measure your success at the end